

COGNITIVE PROCESSES

Agenda

1. Midterm 2
2. Knowledge
 1. Conceptual knowledge
 2. Definitional, prototype and exemplar knowledge

Midterm 2 - overall good job!

- ▶ EEG - latency vs. amplitude
- ▶ Hemisphere specialization
- ▶ Spatial neglect extinction

Conceptual Knowledge

On the way home Kelly tripped and ended up dropping the ice cream and breaking a nail.

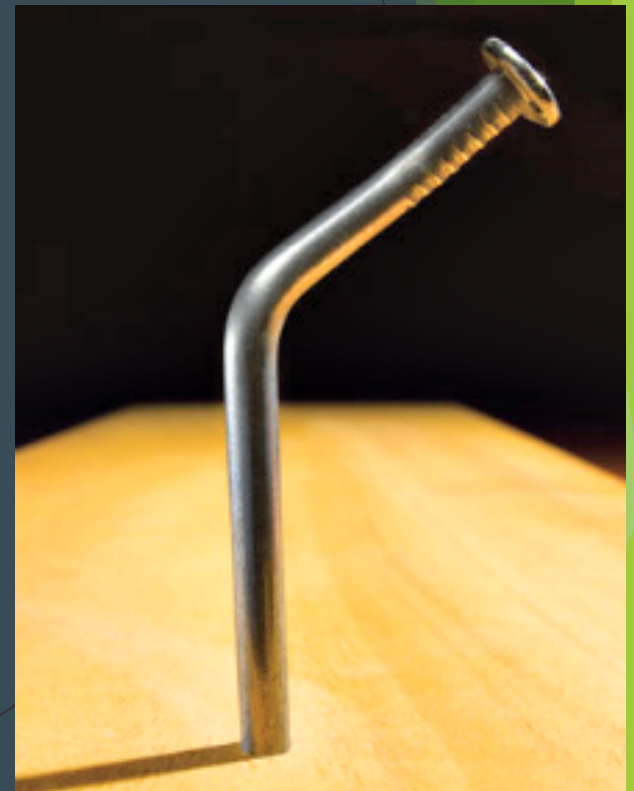
Conceptual Knowledge

*On the way home **Kelly** tripped and ended up dropping the ice cream and breaking a nail.*



Conceptual Knowledge

*On the way home Kelly tripped and ended up dropping the ice cream and breaking a **nail**.*



Conceptual Knowledge

On the way home Kelly tripped and ended up dropping the ice cream and breaking a nail.

- this simple sentence is informed by an astonishing amount of **conceptual knowledge**

Conceptual Knowledge

Conceptual knowledge: knowledge that enables us to recognize objects and events and to make inferences about their properties

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- ▶ knowledge exists in the form of **concepts**
 - ▶ **Concepts** - mental representation or meaning of an object, event, or idea...

Conceptual Knowledge

Conceptual knowledge: knowledge that enables us to recognize objects and events and to make inferences about their properties

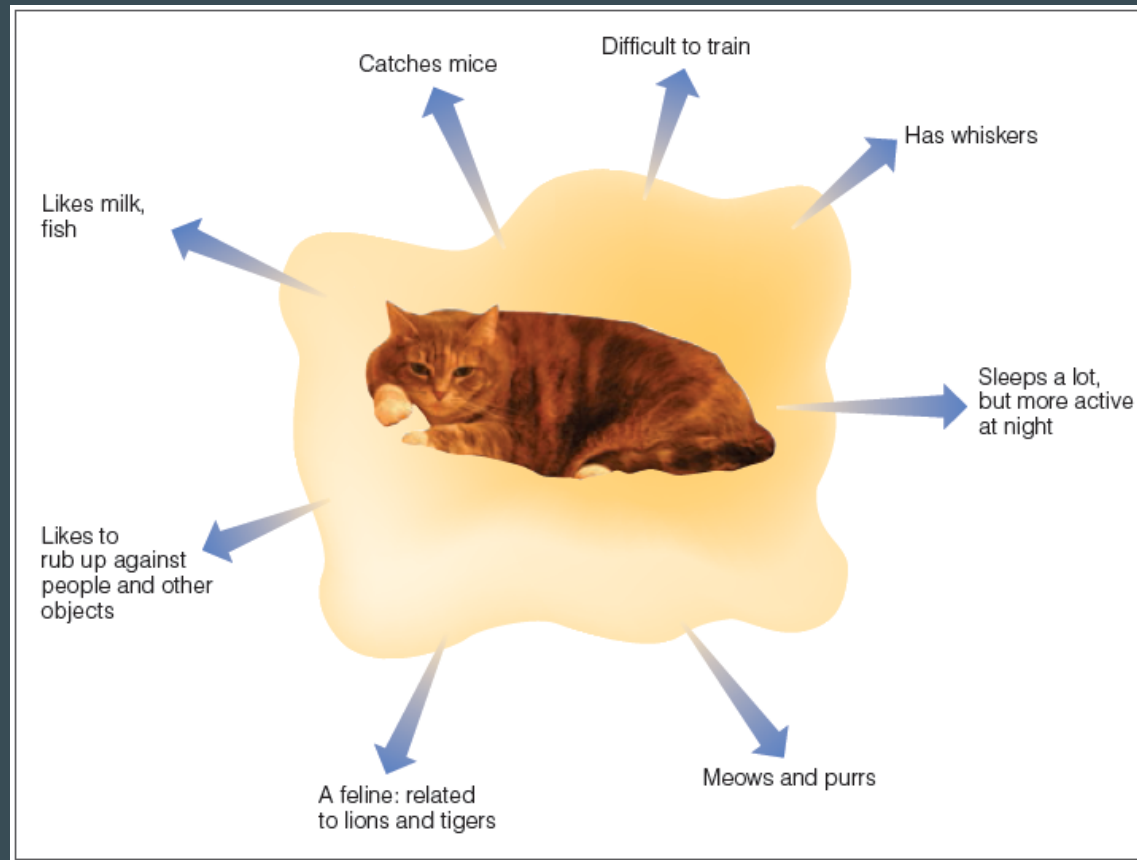
- ▶ knowledge exists in the form of **concepts**
- ▶ **categories** are all possible examples of a particular concept

Conceptual Knowledge



- categorization can occur automatically

Conceptual Knowledge



- ▶ knowing that something is in a category provides a great deal of information about it

Think, pair, share

**What is a bird? How do you know a bird
when you see one?**

Behavioral Approaches to Categorization

1. **Definitional approach**
2. Prototype approach
3. Exemplar approach